



# MASTERING COMMUNICATION PREFERENCES

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## 02

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- Communication Preferences

## 03

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- Triangle Persona

## 05

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- Circle Persona

## 06

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- Square Persona

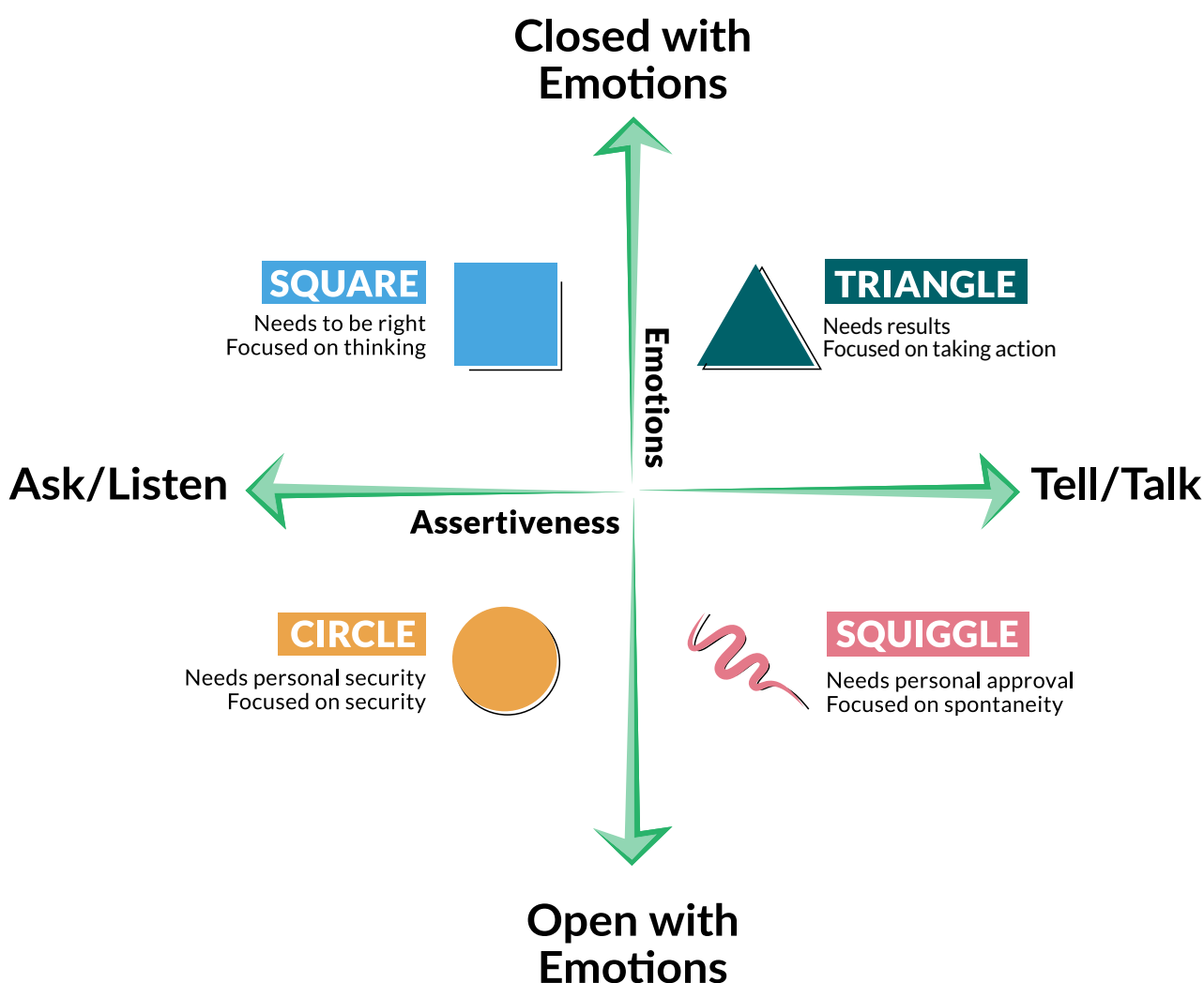
## 08

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- Squiggle Persona

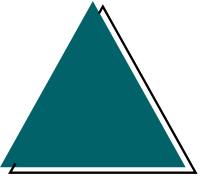
# COMMUNICATION PREFERENCES

We are providing you with an exclusive glimpse into one of our most popular workshops at Bayut Academy - Communication Preferences!

Studies have found that people communicate according to one of four shapes: Square (Analytical), Triangle (Driver), Circle (Amiable) and Squiggle (Expressive). Real estate agents are likely to encounter these different communication styles when meeting prospective customers. Discover how you can alter your communication style when interacting with each of these 'shapes' to achieve your desired outcome!



Take a look at the examples below of how customers with different communication styles or shapes might approach you on the initial call and how you can effectively respond to them.



## TRIANGLE

*Hello, my name is John. I am in a hurry and I need someone to help me with renting an apartment. I am in town for only two days and need to see apartments between 1:00 and 3:00 in the afternoon tomorrow. I want to see apartments only in Tiara and Oceana, and I will not spend more than AED 120,000. How many units can you show me and can you commit to being there at 1:00 in the afternoon?*



*Hi John, this is Zara, very nice to meet you. I'd like to confirm, you are looking for 1-bedroom apartments within this budget, is that correct?*



*Yes, I'm interested in a 1-bedroom apartment unless there are 2-bedroom units available in this price range.*



*In this budget, we can get a sea-view 1-bedroom apartment in both Oceana and Tiara. I can set up viewings of different floor plans at each complex, if we start right at 1:00 pm. However, the 2-bedrooms start at AED 130,000. I will make a few phone calls and see if AED 120,000 is possible. Is there any way you could stretch that to AED 130,000?*




*As I said, I will not spend more than AED 120,000.*







## **TRIANGLE**




*Okay, I absolutely understand. I can show you six units in that time frame with slightly different floor plans and views. In the meantime, let me make a few phone calls and see if there is anyone who may be willing to rent a 2-bedroom unit for that price. It would be without the sea view, though.*




*If it's within my budget, then fine.*



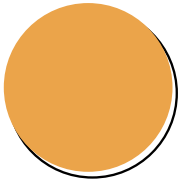
*Okay, perfect. As I understand you are in a hurry, I will make sure to respect your time. Would you prefer to meet there or would you like me to pick you up?*



*If you could pick me up at 12:45, that would be great. I am staying on The Palm at the Fairmont.*



*Great! I will pick you up at 12:45 and will call from the parking lot. If you have any questions before then, feel free to call me anytime.*



## CIRCLE

*Hi, how are you today? I hope you had a nice weekend. Can I get your name, please?*



*This is Sam. Who am I speaking with?*



*Hi Am Sarah. I am calling because I need some help with villas. We are looking at The Springs, and maybe The Meadows. Can you tell me what are our options and when we can see the units? I am available afternoons this weekend, and mornings after 9:00 during the week.*



*Sarah, it's a real pleasure to meet you. To be honest, your options are varied when it comes to Springs and Meadows. As you may know, units in The Meadows start at AED 145,000 for a 3-bedroom villa and go up from there. In The Springs, units start at AED 70,000 for a 2-bedroom villa. Generally speaking, The Meadows is a bit nicer. Could you help me understand what specifically you are looking for?*




*Well, we want a 3-bedroom villa and ideally, a small pool. I'd like to spend as little as possible. We have been thinking around AED 145,000 but we could go up to AED 170,000.*




*Fantastic. Within that budget, we have plenty of options. Let me tell you what I'd like to do ideally. I'd like to meet you for a cup of coffee and show you some options online. From there, I could set up some viewings on Friday, say after 2:00 pm. Does that work for you? As well, is there anyone else who will be making this decision that we should loop in?*







*Good day, I am calling about property number X23497. This is a 1-bedroom apartment for sale in England Cluster, International City. I have a few questions, are you ready?*




*I am ready. May I also get your name, please?*



*Yes, my name is Latif. So I'd like to know, does this property have a tenant and if so, when does the tenancy contract expire? What is the net ROI on this property? And do you have any units in this cluster that are netting over 8.5% with a tenant who will be there for at least 6 months?*



*Hi Latif, this property has a tenant but the contract is expiring at the end of next month, and the tenant gave notice that he'd like to vacate. It sounds like you are looking for a net ROI of 8.5% or higher with a current tenant in place, is that correct?*



*Yes, I am looking strictly for ROI and don't want to mess with a tenant. What are my options?*



*We have quite a few options and in England Cluster, the prices range between AED 300,000 to AED 400,000. Could you tell me, what is your cut-off budget and would you be interested in other clusters?*

*I am only interested in England Cluster but my budget is flexible. I really just want 8.5% ROI, tenanted and I have cash.*



*Okay, I understand exactly what you are looking for. What I'd like is to have a few hours to pull a report with everything netting over 8% ROI with a tenant for 6 months, at least. How does that sound?*



*That would be perfect. Could you send it to me by 6:00 pm? My email is investor@gmail.com.*





**SQUIGGLE**

*Hi, my name is Caroline. Who I am speaking with?*



*This is Fred with ACME Properties*



*Hi Fred, I am hoping you can help me. I just got a divorce and I will be downsizing my home soon. I am looking for apartments but I haven't decided if I prefer JBR, Downtown or maybe a new building in Bur Dubai.*

*I work at the airport so I would like to be close to my workplace but then again, I have a lot of friends in New Dubai. I'd like a nice building with a gym and good maintenance. When do you think we could set up a viewing? I'd also really like to work with just one person. Do you think you could help me with these areas?*



*Caroline, it's nice to meet you. I got a divorce myself just a few years ago, so I understand a little of what you are going through. I am happy to set up an appointment, say on Saturday, to show you some apartments. Can you tell me what your dream property looks like?*



*Well, it would be a fabulous 1-bedroom apartment with an open-plan layout, in the middle of everything. I don't want to drive if I don't have to. Ugh, I hate driving in Dubai.*



*I get that. It took me forever to get used to driving in Dubai. My dream would be to have a driver in Dubai.*



*Oh, for sure! We sound like kindred spirits.*




*Definitely! Why don't we meet for coffee and let's take a look at different options since you're flexible on the location. Let's get an idea of what you really like and then set up an afternoon where we can start from Old Dubai and work our way up to JBR. How does that sound?*




*That sounds great. I really just want to deal with one person and not go from agent to agent, if that's possible.*






*Sure, it is. I am well connected, so I can work with virtually every agency to get you the care you need. So about that coffee, how does 2:00 pm on Wednesday sound? We can start there and make sure we are a good fit. I can learn more about you and make sure I am delivering exactly what you need.*



*Awesome! That's great, 2pm is perfect.*

To expand your skills and knowledge as an agent, we recommend you visit

 **bayut** academy and sign up for our workshops today.